

Sponsorship/advertising opportunities

Sponsorship and advertising can be a very cost effective way to raise your profile and enhance your presence at the show.

There are various opportunities on offer and packages available to you. Some ideas are detailed below and a bespoke proposal can be created to suit your needs and objectives.

Title sponsor

There is the opportunity for one organisation to become title sponsor of each show. The show will then be seen as The National Career Guidance Show sponsored by (your company name).

- ~ Logo on promotional and printed materials including the website, show guide, posters/leaflets/invites, direct mail as well as on adverts and show signage
- ~ Full page colour advert, logo and welcome in the show guide
- ~ Opportunity to invite all pre registered visitors to your stand
- ~ Opportunity to host a seminar
- ~ 4 x 3 metre stand at the show (extra space is available at the published rate)

Cost *The National Career Guidance Show* £14,995 + VAT
The National Career Guidance Show North £11,995 + VAT

Support sponsors

There is the opportunity for three organisations to become support sponsors of each show.

- ~ Logo on the main promotional and printed items related to the show including the website, show guide, posters/leaflets/invites, direct mail and show signage
- ~ Half page colour advert and logo in the show guide
- ~ 3 x 2 metre stand at the show (extra space is available at the published rate)

Cost *The National Career Guidance Show* £4,995 + VAT
The National Career Guidance Show North £3,995 + VAT

Seminars sponsor

The seminars are very popular at the events hosting talks on a variety of topics.

- ~ Logo on the seminar branding at the show and the 'What's On' area of the website and show guide
- ~ Logo and text about your organisation on the seminar posters
- ~ Full page colour advert and logo in the show guide alongside the seminar timetable
- ~ Opportunity to host a seminar

Cost *The National Career Guidance Show* £3,150 + VAT
The National Career Guidance Show North £2,450 + VAT

Show guide sponsor

- ~ Sponsorship of the show guide with your logo and strap line on the front page
- ~ Full page colour advert in the show guide
- ~ Logo in show guide

Cost *The National Career Guidance Show* £3,995 + VAT
The National Career Guidance Show North £2,995 + VAT

Show Guide Advertising

Reinforce your message with a colour advert in the show guide that is handed free of charge to all visitors that attend the show

- ~ Full page advert - £795 + VAT
- ~ Half page advert - £425 + VAT
- ~ Company logo added to your show guide and website profiles - £150 + VAT

Exhibitor Lounge sponsor

- ~ Branding on drinks vouchers for exhibitors (2 per stand per day)
- ~ Branding throughout the exhibitor lounge area
- ~ Insertion of brochure within exhibitor welcome pack
- ~ Logo in show guide

Cost *The National Career Guidance Show* £2,995 + VAT
The National Career Guidance Show North £2,250 + VAT

Visitor welcome pack sponsor

Sponsorship of the visitor welcome packs given to all visitors attending the event.

- ~ Your branded bags (supplied by yourselves) hand finished with show guide and your branded literature and sample promotion items (max 3 items in total)
- ~ Logo in show guide

Cost *The National Career Guidance Show* £2,995 + VAT
The National Career Guidance Show North £2,250 + VAT

Registration sponsor

- ~ Branding within registration area of the show
- ~ Branding on reception staff clothing
- ~ Branding on visitor badges
- ~ Logo on ticket confirmation emails and on site registration form
- ~ Logo in show guide

Cost *The National Career Guidance Show* £4,995 + VAT
The National Career Guidance Show North £3,995 + VAT

For further details on any of these packages, please contact Sue Bridges on 01823 362800.